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The ROI of Intelligent Metadata Enabled Solutions Collaboration and Social Networking



Intelligent metadata enabled solutions are implemented based on Concept Searching's Smart Content Framework™. This enterprise infrastructure is based on a metadata repository where semantic metadata is automatically generated and auto-classified to one or more mission or goal aligned taxonomies.

The taxonomy component provides organizations with the ability to test, validate, and manage one or more taxonomies resulting in an intelligent metadata infrastructure that address search, compliance, information lifecycle management, sensitive information protection, migration, text analytics, and Enterprise/Web 2.0 challenges.

Enterprise Metadata Management | Search | Records Management | Compliance | Policy Enforcement | Migration
Information Governance | Data Privacy | Text Analytics | **Social Networking** | Cloud Computing | eDiscovery

Intelligent Metadata Enabled Solutions

The Typical Social Networking Approach

Social networking and at the most basic level collaboration tools have yet to reach maturity and are typically not a high priority in the IT value chain. A major issue has been end user acceptance. Unless the tools are integrated into day-to-day business activities they are typically not used. The effective use of collaboration should deliver results and improve communication and not become an unproductive use of time for end users who will eventually abandon participation. Therefore, integration and proving the business benefit is a key factor for success.

The current market approach is to place the responsibility on the end user to correctly tag content and many vendors use boosting tools and content recommendations based on what end users are searching for. The typical end user will spend at least four minutes trying to find information that is needed – which means multiple search terms that result in the wrong information. These responses are then brought to the top of the search list as valid for other users seeking similar information when, in fact, they are not valid at all.

There are several other concerns, such as security, unauthorized use, and communication noise. For the most part, unstructured content in social networking applications remains unmanaged. Any type of sensitive information needs to be protected; security issues must take into account the end user as well as the content asset, and posting of information to public sites or unauthorized sites must be prevented. As a result, many CIO's forbid the use of social networking tools within the organization.

The Costs

- Teams draft documents 33% faster with a document management tool. (Knowledge Tree)
- Failing to implement social technology makes high skilled employees and management 20-25% less productive. (McKinsey Global Institute)
- The average worker checks their email 36 times per hour. (Atlassian)
- It typically takes 20-15 minutes to refocus on a project following an email. (Microsoft)
- Employees spend an average of 9 hours per week searching for information. (Atlassian)
- 59% of middle managers miss valuable information every day because simply because they can't find it or never see it. (Accenture)
- The average knowledge worker spends 28 hours per week writing emails. (McKinsey)

The Hidden Costs of Social Networking

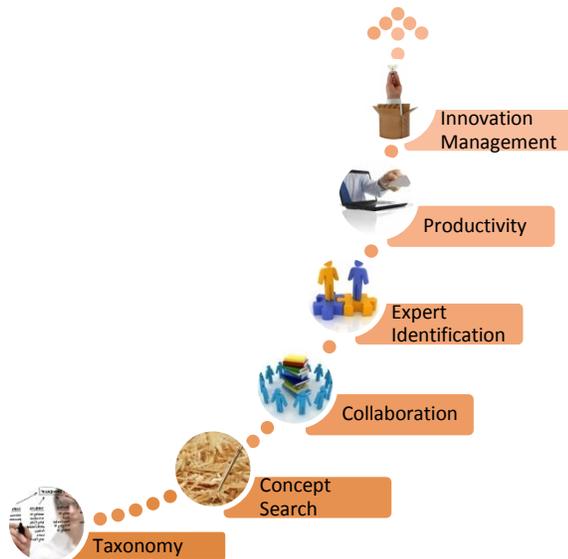
96% of executives cite lack of collaboration or ineffective communication for workplace failures.

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The Intelligent Social Media Approach

The need to effectively communicate and collaborate with not only colleagues but a wide range of external partners is increasingly important for many enterprises. The end result of collaboration and social networking applications is uniting a flexible workforce and at the same time capturing best practices and knowledge to reduce risk and become part of corporate memory for future access. Collaboration can also include the use of blogs and wikis to further disseminate relevant information and encourage the addition the individual expertise to the corporate knowledge base.



What many social networking applications are missing is control. Not only from the security aspect but also from the framework that is needed to add structure to chaos. The current pendulum is placing all control into the hands of end users, which is bound to fail. Social networking applications can become powerful internal tools to improve organizational performance with the appropriate infrastructure in place.

Organizations need to capture the existing knowledge and knowledge workers need to act on those intellectual assets to collaborate potentially globally with diverse stakeholders, find organizational resources, identify experts, and leverage business insight to make informed decisions. This requires the culling of information to meet the requirements of end users by delivery of content in the right context, as well as to the right people at the right time. Without the appropriate framework in place it diminishes in value as end users can still not identify the relevant information to perform their jobs or increase their productivity.

For example, providing the ability to aggregate information regarding an individual's experience from disparate data stores and return the results based on any number of parameters such as projects worked on, resume, work performed, work products produced, corporate profile, biography, and even documents that were authored that contain the search criteria entered by the end user. This is a much more granular approach than a typical people search.

The Bottom Line

Used correctly, the primary benefit of social networking and collaboration tools is the ability to foster collaboration and knowledge sharing, either from content, or people expertise. Companies should be looking for ways to capture the expertise and knowledge so it does not become a lost asset to the organization as the workforce changes.

The Concept Searching technologies provide improved collaboration outcomes by providing insight into content; can group similar users, concepts, and content together; identify people with expertise, knowledge or interest in a topic; and protect and secure confidential information from unauthorized participants. A significant benefit is the ability to provide the framework that enables access to relevant and accurate information at a granular level. The end result is consistent understanding of the value and context of information. It also provides confident cross-organizational decision support capability and shared knowledge and enterprise availability of knowledge assets that increase organizational performance.

Intelligent Platform Components

The Concept Searching suite of products are platform agnostic and include conceptSearch, conceptClassifier and conceptTaxonomyManager. conceptSearch is a unique, language independent technology and is the only search engine using compound term processing. Unlike other enterprise search engines that require significant customization with marginal results,

conceptSearch is delivered with an out-of-the-box application that demonstrates a simple search interface and indexing facilities for internal content, web sites, file systems, and XML documents. Application developers experience a minimal learning curve and the organization can look forward to a rapid return on investment.

The Microsoft suite of products includes conceptClassifier for SharePoint and conceptClassifier for Office 365. The products use a

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single codebase, able to be deployed in SharePoint 2007, 2010, 2013, and Office 365, providing clients with the choice of on-premise, cloud based, or hybrid environment. The Microsoft products fully integrate with Windows Server 2012, SQL Server 2012 and the former Microsoft FAST products. conceptClassifier for SharePoint operates bi-directionally, in real-time with the Term Store to simultaneously reflect changes to the taxonomy and the Term Store thereby delivering an enterprise class term store management capability.

The technologies also support a variety of search solutions including Solr, Autonomy, SharePoint, Google Search Appliance, and IBM Vivisimo and are available in an on-premise, cloud, or hybrid environment.

Intelligent Application and Enforcement of Policy

conceptTaxonomyWorkflow serves as a strategic tool managing migration activities and content type applications across multiple SharePoint and non-SharePoint farms and is platform agnostic. This add-on component delivers value specifically in migration, data privacy, records management or any application or business process that requires content to be managed in accordance with organizational policy and information governance.

About Concept Searching

Concept Searching specializes in semantic metadata generation, auto-classification, and taxonomy management and is a Microsoft Gold ISV and Managed Partner. Concept Searching has a current Enterprise Authority to Operate (ATO) US Air Force, a current Enterprise Certificate of Networkiness (CoN) US Army, and has been deployed on the SIPR, NIPR, and DISA networks.

The technologies encompass the entire portfolio of unstructured information in on-premise, cloud, or hybrid environments. Clients are using the technologies to improve search, records management, data privacy, migration, and text analytics.

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Americas

+1 703 531 8567

info-usa@conceptsearching.com

Europe

+44 (0)1438 213545

info-uk@conceptsearching.com

Canada

+1 703 531 8567

info-canada@conceptsearching.com

Australia

+61 (0)2 8006 2611

info-australia@conceptsearching.com

New Zealand

+64 (0)4 889 2867

info-nz@conceptsearching.com

Africa

+27 (0)21 712 5179

info-sa@conceptsearching.com

Marketing and PR

International: +1 703 531 8564

Europe: +44 (0)1438 213545

marketing@conceptsearching.com



Follow us on Twitter
[@conceptsearch](https://twitter.com/conceptsearch)

www.conceptsearching.com